

Message Text

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PAGE 01 TAIPEI 02534 250501Z
ACTION EA-12

INFO OCT-01 AF-10 ARA-14 EUR-12 ISO-00 EB-08 /057 W
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R 250452Z APR 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 7193
USICA WASHDC
AMEMBASSY LONDON
AMEMBASSY CARACAS
AMCONSUL JOHANNESBURG
AMEMBASSY PARIS
AMEMBASSY NAIROBI
AMCONSUL SAO PAULO
AMEMBASSY TOKYO

UNCLAS TAIPEI 02534

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: COMMERCIAL PROGRAM: VSMF QUARTERLY REPORT FOR
- 2ND QUARTER FY'78

REF: A) STATE A-4496, NOV. 7, 1977 B) TAIPEI 0331

THE FOLLOWING IS POST'S 2ND QUARTERLY REPORT FOR FY'78
COVERING THE PERIOD JAN. 1 THRU MARCH 31 (59 WORKDAYS):

1. STATISTICAL: (A) TOTAL USERS: 124, TOTAL PRINTS: 528.
(B) TYPE OF USERS: FOREIGN BUSINESS BUYERS: 80 PER CENT,
HOST GOVERNMENT AGENCY PERSONNEL: 3 PER CENT, FOREIGN
SERVICE PERSONNEL: 8 PER CENT, U.S. BUSINESS USERS: 5
PER CENT, OTHER MISC. USERS: 4 PER CENT. (C) PRODUCT
CATEGORIES SEARCHED (SIC CODE): 2591, 2819, 2821, 2851,
3079, 3231, 3353, 3433, 3494, 3499, 3531, 3534, 3541,
3542, 3549, 3561, 3569, 3573, 3585, 3621, 3651, 3662,
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3674, 3679, 3691, 3811, 3823, 3824, 3825, 3829, 3832,
3841, 3842, 3861, 3949, ETC. THE SIC CODES FOR PRODUCTS
SEARCHED FOR MORE THAN TWO TIMES DURING THIS QUARTER ARE
AS FOLLOWS: 3494, 3829, 3832, 3841, 3861.

2. PROMOTIONAL: (A) AN ARTICLE ON VSMF WITH PHOTO WAS
INCLUDED IN JAN/FEB '78 ISSUE OF THE COMMERCIAL NEWSLETTER,

WHICH IS CIRCULATED TO 2,800 LOCAL FIRMS, ASSOCIATIONS, AND GOVERNMENT AGENCIES. (B) NO DIRECT MAIL MADE DURING THIS QUARTER. POST JUST RECEIVED PROMOTIONAL FLIERS FROM IHS AND PLANS TO TRANSLATE THEM INTO CHINESE, PRINT BROCHURES, AND MAIL THEM TO LOCAL BUSINESS AND INDUSTRIAL SECTORS IN MAY. (C) NO OFFSITE SHOW DURING THIS QUARTER. POST MOVED VSMF TO TC'S OFFSITE SHOW EIPT (ELECTRONICS), APRIL 11-14, THE RESULTS WILL BE INCLUDED IN OUR NEXT QUARTERLY REPORT. VSMF WILL BE MOVED TO TC'S NEXT OFFSITE SHOW CONSTRUCTION & BUILDING EQUIPMENT, MAY 1-5. FURTHERMORE, ROC GOVERNMENT WILL PROVIDE TWO BOOTHS FOR EMBASSY'S COMMERCIAL SECTION IN AN IMPORTANT FORTHCOMING SHOW FOR AUTOMATION EQUIPMENT, JUNE 16-25 DOWN-ISLAND IN TAINAN. POST IS CONSIDERING A PLAN TO MOVE THE VSMF TO INTERNATIONAL COMMUNICATION AGENCY KAOHSIUNG BRANCH LIBRARY FOR PROMOTION ACTIVITIES AROUND JUNE 14, THEN, MOVE VSMF TO TAINAN FOR DEMONSTRATION AND PROMOTION IN THIS AUTOMATION SHOW. THIS MOVE WILL BE THE FIRST TIME AFTER 4 YEARS' OF INSTALLATION OF VSMF IN TAIWAN THAT THIS SYSTEM WILL BE MOVED TO OTHER CITIES BESIDES TAIPEI. (D) FEB. ISSUE OF TAIWAN INTERNATIONAL TRADE, THE MONTHLY PUBLICATION OF THE IMPORTERS AND EXPORTERS ASSOCIATION OF TAIPEI AND WHICH HAS A MONTHLY CIRCULATION, 30,000 COPIES, MENTIONED VSMF SYSTEM WITH PHOTO OF VSMF IN A FEATURE ARTICLE ON THE U.S. TRADE CENTER TAIPEI. ON MARCH 14, THE ECONOMIC DAILY NEWS, WHICH IS THE ONLY UNCLASSIFIED

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DAILY NEWSPAPER DEVOTED TO INDUSTRIAL AND BUSINESS FIELD (THE "WALL STREET JOURNAL" OF TAIWAN) AND HAS A DAILY CIRCULATION OF MORE THAN 150,000 COPIES, ALSO INTRODUCED VSMF IN A PROMINENT PLACED ARTICLE. (E) IHS PROMOTIONAL SUPPORT: NONE.

3. SYSTEM EVALUATION: AS CONTAINED IN PREVIOUS REPORTS.

4. USER COMMENTS & SUCCESS STORIES: (A) & (B): AS CONTAINED IN PREVIOUS REPORTS. (C) SUCCESS STORIES - SPECIFIC EXPORT SALES ATTRIBUTED TO VSMF USE: SMARTRAD CO., LTD. (ALSO NAMED FORTUNE DEVELOPMENT CORP.) IMPORTED VALVE COMBINATION FROM NORTH AMERICAN MFG. CO. VALUED AT 504 DOLS ON FEB. 13 AS A RESULT OF USING VSMF PLANT ENGINEERING SERVICE. ANOTHER LOCAL FIRM, THE WYN CHI INDUSTRIAL CO. ORDERED POLISHING EMERY BELT VALUED AT 2,700 DOLLARS FROM NORTON CO., ABRASIVE DIV. DURING FEB. THIS IS ALSO A RESULT OF USING VSMF PLANT ENGINEERING SERVICE. UNGER

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Message Attributes

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Disposition Event:
Disposition History: n/a
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